

MASTER OF BUSINESS ADMINISTRATION (CBCS -- 2022 COURSE)

M.B.A. Sem – I : WINTER- 2022

SUBJECT : BUSINESS COMMUNICATION

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 10/12/2022

W-25912-2022

Max. Marks : 100

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I & **ANY TWO** questions from Section – II.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION – I

- Q.1** What are the various types of communication channels? (15)
- Q.2** Explain the various types of networks of flow of communication. (15)
- Q.3** What is meant by presentation? What is the role of audio-visual aids in presentation? (15)
- Q.4** Elaborate the SQ3R technique of reading. (15)
- Q.5** How should candidates prepare for a Group Discussion? (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Inter cultural communication
 - b) Listening skills for effective communication.
 - c) Barriers to communication
 - d) Importance of non-verbal communication
 - e) Public speaking.

SECTION – II

- Q.7** Explain with examples intra-organizational and inter-organizational communication. (20)
- Q.8** Explain the following forms of verbal communication: 1)Extempore 2) Role play 3)Debate (20)
- Q.9** Write a request letter for quotation of Desktops. State clearly your requirements and also about delivery, packaging and terms of payment. (20)
